

2024

magazine.wsu.edu

Washington State MAGAZINE

ADVERTISING GUIDE



Washington State Magazine's combination of **journalistic excellence** and **engaged readership** offers exceptional advertising value as a regional university magazine.

editorial mission

Washington State Magazine is the window on Washington State University—around the state and around the world—for more than 150,000 well-educated, multinational readers.

We tell Washington State's stories. No matter what the issue of the day, it becomes our story, through the eyes and work of our people. We are serious about giving our readers the best possible reporting on science and academe. But we also like humor and sports, good food and wine, great photography and thoughtful essays. We tell the stories of our readers themselves, our alumni, through lively profiles.

We are Washington State's magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.

fall issue circulation: 150,000

QUARTERLY :: FULL COLOR :: 48 PAGES
ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK

commitment to sustainability

FSC® CERTIFICATION

digital versions

WEB :: INTERACTIVE MAGAZINE :: E-NEWSLETTER :: VIDEOS :: PODCASTS

circulation + distribution



A HIGHLY ACCLAIMED AND AWARD-WINNING PUBLICATION that is eagerly anticipated by graduates, donors, faculty, staff, and friends of *Washington State University*.

Washington
State
MAGAZINE

our readers

sample stories + departments

gender

Male: 51%

Female: 49%

age distribution

under 20: < 1% 21–25: 6% 26–30: 10%

31–40: 20% 41–50: 21% 51–60: 22%

61–70: 12% over 71: 9%

level of education (alumni)

Bachelor degree: 82%

Masters degree: 12%

Doctoral degree: 6%

market areas

Seattle/Tacoma/Olympia CSA: 35%

Portland (Vancouver) MSA: 11% (other Oregon: 1%)

Tri-Cities/central Washington: 10%

Spokane/Coeur d'Alene: 10% (and adjacent counties)

Pullman/Moscow: 6% (and adjacent counties)

N. California: 4% S. California: 4%

other Idaho: 2% NY/New England: 2%

Arizona: 2% Texas: 1% Washington DC: 1%

other US: 11% other int'l: < 1%

spring 2023

Looking for early autism

To boldly go

A storied place in rock and roll

summer 2023

It all adds up

A legacy of “getting things done”

Cohousing really connects

fall 2023

How Master Gardeners went global

Feed the world and do it right

A slow burn for a NW icon?

winter 2023

Food for a changing climate

Re-envisioning a town's future

New fuels to fly by

Profiling people

ALUMNI PROFILES

Investing in invention

BY THE NUMBERS

- 27 alumni profiles
- 48 years made
- 56 inventions

WASHINGTON STATE MAGAZINE SPRING 2023

departments

in season

- Scapes and scallions
- The salmon king
- A rock star of the grains
- Let's talk turkey

sports

- The long kick
- Getting back in the saddle
- Spreading the crimson gospel
- It's in the blood

alumni profiles

- Investing in invention
- Taking the lead
- A Native comic
- Heroes around every corner

places

NEW WATER GARDENS

BY THE NUMBERS

HEALTHY PEOPLE, HEALTHY PLANET

WASHINGTON STATE MAGAZINE SPRING 2023

and possibilities

2016-2024

LEADING RESEARCH INVESTMENT

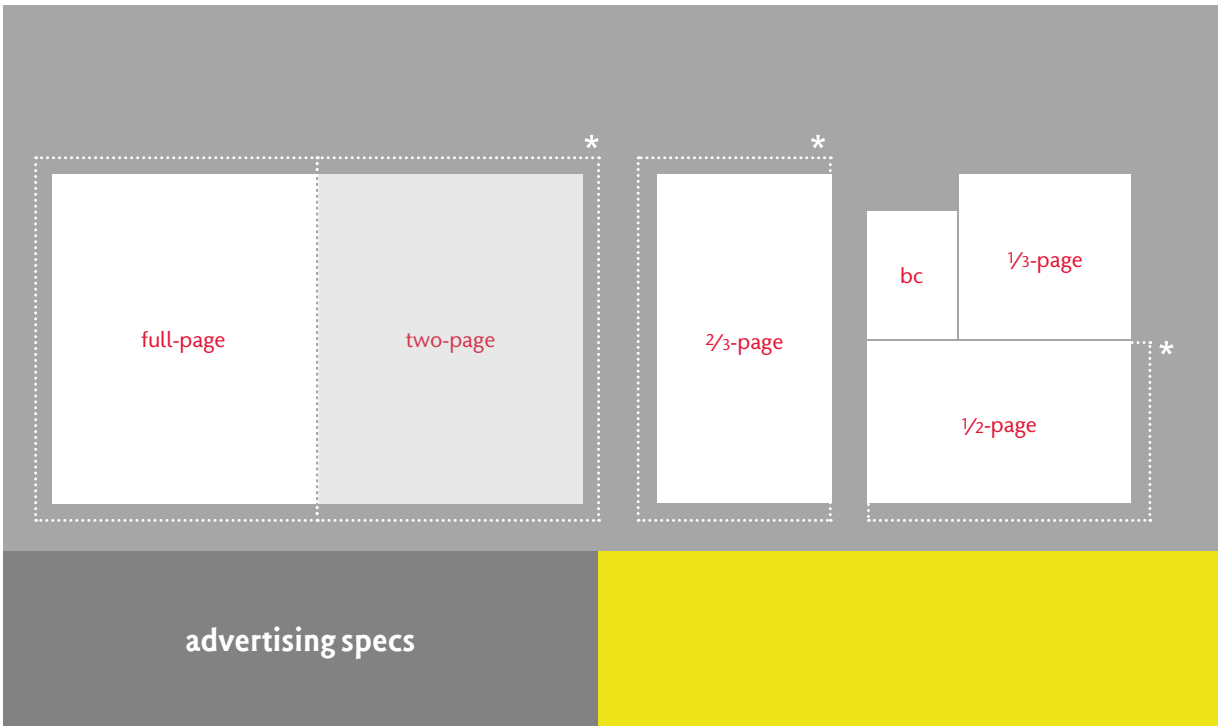
ADMINISTRATIVE AND PROGRAM SUPPORT

PA & TRS'S HIPS

SEEK MONETARY SUPPORT

WASHINGTON STATE MAGAZINE SPRING 2023

in the Northwest



ad sizes

	width		height
two-page spread (bleed)*	16.75"	x	10.75"
two-page spread (no bleed)	16.25"	x	10.25"
full-page (bleed)*	8.375"	x	10.75"
full-page (no bleed)	7.625"	x	10"
2/3-page (bleed)*	5.25"	x	10.75"
2/3-page (no bleed)	4.667"	x	9.125"
1/2-page (bleed)*	8.375"	x	5.25"
1/2-page (no bleed)	7.125"	x	4.5"
1/3-page (no bleed)	4.667"	x	4.5"
business card (no bleed)**	2.125"	x	3.5"

***BLEED SPECIFICATIONS:** Bleed ad dimensions above DO NOT include an additional .125" on all sides (required) which is trimmed away during magazine construction.

AD GRID MARGINS: All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

**The business card ad has special specifications.

artwork specs

Ads may be created using Adobe InDesign, Illustrator or Photoshop; you can submit a press-ready PDF saved from these applications.

All artwork should be produced using CMYK color mode and the *US WEB Coated (SWOP) v2* color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

Setup for the above applications as well as PDF conversion instructions may be found at magazine.wsu.edu/artwork. *Washington State Magazine* is not responsible for the quality of any printed ad that does not conform to these specifications.

SUBMISSION INSTRUCTIONS

Digital files may be submitted to the art director on a CD/DVD via FTP at filetransfer.wsu.edu (use jpaxson@wsu.edu as the recipient's name), or by email (under 10MB) to jpaxson@wsu.edu. Please include all pertinent insertion and contact information along with payment.

ad rates

	1X	2X	3X
two-page spread	\$7,430	\$7,060	\$6,705
full-page	\$4,150	\$3,945	\$3,745
2/3-page	\$3,485	\$3,310	\$3,145
1/2-page	\$2,655	\$2,520	\$2,395
1/3-page	\$2,075	\$1,970	\$1,875
business card	\$500	\$450	\$400

Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeit.

rates + deadlines

Ads are placed at the discretion of the art department with attention to effectiveness and relationship to editorial and graphic content.

AVAILABLE ON REQUEST

Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.

advertising deadlines

issue	space close	ad due
August 2024 (Fall)	4/19/24	5/31/24
November 2024 (Winter) - special distribution*	7/26/24	9/6/24
February 2025 (Spring) - special distribution*	10/18/24	11/29/24
May 2025 (Summer) - exclusive distribution**	1/24/25	3/7/25

*Sent to alumni donors and members, paid subscribers, and some non-alumni donors.

**Sent exclusively to WSU Alumni Association members and paid subscribers.

MAGAZINE STAFF

Editor: Larry Clark '94

Associate Editor: Adriana Janovich

Art Director: John Paxson

Science Writer: Becky Kramer

Contributing Writers: Alysen Boston, Addy Hatch

kudos

From its very first issue, *Washington State Magazine* has consistently been recognized for excellence in writing, design, and photography by the Council for Advancement and Support of Education (CASE), an international organization that promotes excellence in educational advancement through alumni relations, communications, marketing, and fundraising.

legal stuff

magazine.wsu.edu/advertising

ADVERTISING RESTRICTIONS

Washington State Magazine reserves the right to refuse any ad not compatible with the mission of Washington State University or the magazine. WSM will not accept ads for:

casinos, gambling, or other wagering companies,
websites, or facilities

websites or publications containing adult or
pornographic content

Additionally, postal regulations prohibit *Washington State Magazine* from accepting **print advertising** for credit cards, insurance, or travel arrangements. This does not apply to web advertising.

DELIVERY ADDRESS

Washington State Magazine Advertising
Information Technology Building, Room 2013
Washington State University
PO Box 641227
Pullman, WA 99164-1227